


MEMORANDUM

September 12, 2013

TO: Planning, Housing, and Economic Development (PHED) Committee

FROM:  Marlene Michaelson, Senior Legislative Analyst

SUBJECT: Long Branch Sector Plan

This is the Planning, Housing, and Economic Development (PHED) Committee's third worksession on the Long Branch Sector Plan. This memorandum summarizes the Committee votes thus far and addresses the unresolved issues from the last worksession. Attached on © 1 is a map showing all Sector Plan areas, highlighted to show those areas that are no longer recommended to be rezoned (areas marked "Proposed Changes"). Circle 18 has a new zoning map that corrects several technical errors, and © 2 to 9 lists errata. Circles 10 to 20 are memoranda from the Planning Department and Department of Parks addressing questions raised at the last Committee meeting. Attached on © 21 is a memorandum from the County Executive on the police substation.

Councilmembers should bring their copy of the Plan to the meeting.

PHED Committee Decisions at Previous Meetings:

Affordable Housing: The Committee supported the Council Staff recommendation to delay rezoning most of the existing multi-family housing until the Council has the opportunity to consider a range of policy options to preserve and increase affordable housing on a countywide basis, and concurred with Staff that it was unclear why the Sector Plan should require more affordable housing in Long Branch than elsewhere in the County. The Committee also concurred with the Staff recommendation not to require 15% MPDUs in Long Branch and supported the Planning Board Chair recommendation to add affordable housing to the list of recommended public benefits.

Staging: The Committee unanimously concurred with the Staff recommendation not to include staging in the Sector Plan and to add new language that allows for interim development before sites of existing development are completely redeveloped.

Flower Theater: Councilmembers Floreen and Leventhal supported the Planning Board recommendation for the area of the Flower Theater to be designated but believed it should be added to the Master Plan for Historic Preservation (rather than to the Locational Atlas). The Committee also recommended master plan guidelines to make sure that the theater and shoulder areas remained the prominent feature from the Flower Avenue side. Councilmember Elrich recommends designating the entire shopping center historic. Councilmember Leventhal also recommended adding something to the list of recommended public amenities related to historic preservation.

Area 3: The majority recommends increasing the overall residential FAR to 2.0 and increasing the commercial FAR to 0.5, and decreasing the height from 60 feet to 55 feet. Councilmember Elrich supports the Planning Board recommendation for a 1.5 FAR and recommends decreasing the height from the Planning Board recommended 60 feet to 45 feet.

Area 4: The Committee unanimously supported the Staff recommendation to support the Sector Plan recommendation for CRT 1.5, but increase the commercial FAR from 0.5 to 1.0.

Area 8: The Committee unanimously supported the property owner request to increase the overall FAR from 2.5 to 3.0 and the commercial FAR from 0.25 to 0.5. The majority also supported the Staff recommendation to rezone the two R-60 properties west of Greenwood and south of Piney Branch to R-10. Councilmember Elrich only supports rezoning the vacant lot.

Area 13: The Committee unanimously supported the Staff recommendation to increase the commercial FAR on the area with existing commercial uses from 0.25 to 0.5 and to create a new zoning line to distinguish this from the rest of the area. The Committee supported the Sector Plan recommended zoning for the residential areas.

Area 14: The Committee unanimously supports changing the commercial FAR to 0.5 but otherwise supports the Sector Plan zoning recommendations.

Area 15: The Committee unanimously supported the Sector Plan recommendation for CRT 1.5.

Sustainability: the Committee unanimously supported the Staff recommended changes to the sustainability sections of the Sector Plan (to delete references that are inappropriate for a master plan).

Recreation Center: The Committee unanimously recommends deleting the Sector Plan recommendations to relocate the pool and recreation center in the long term.

ISSUES FOR FOLLOW-UP DISCUSSION

Civic Green

The Committee also discussed the Planning Department's recommendation to change the location of the Civic Green from Area 9 (which is no longer recommended for rezoning in the Sector Plan) to Area 1, which is the property recommended for the greatest development directly adjacent to the planned transit station. Original Sector Plan recommendations for the Civic Green are on pages 30 and 34 and describe it as follows:

“central Civic Green Urban Park at least one half acre, to be located on an Interim Development (Phase One) site within the area of highest density. The park should be located near the planned Arliss Street Station, have a visible connection to nearby activating uses, and contain a mixture of hard and soft surfaces, including an event space. It should also be owned and operated by MNCPPC Montgomery Parks.”

Planning Department staff recommended an alternative site at the northwest corner of Piney Branch Road and Arliss, which is the location of a current gas station that will be purchased by Maryland Transit Authority (MTA) to allow the construction of the Purple Line. The Committee raised questions as to whether this would be the best location for the Civic Green or whether it should be at the center of Area 1, and asked Department of Parks Staff to revisit this issue.

Attached on © 19 to 20 is their response. They recommend that the Sector Plan include two potential locations for a civic green on Area 1: a preferred location in the center of Area 1 that would occur if they are able to arrange a land swap with a private property owner; and an interim location at the corner of Piney Branch and Arliss, since they know they can obtain this site from MTA. Should a land swap not occur, this would become the permanent location of the civic green. **Staff supports their recommendations.**

Area 1 – Long Branch Town Center

Description in Sector Plan: Page 53

Map on page 52; zoning map on © 18

Existing zoning: C-1

Recommended Zoning: CRT 2.5, C 0.5, R 2.0, H 60¹ (area 4 on page 39)
CRT 3.0, C 0.5, R 3.0, H 70 (area 13 on page 39)
CRT 3.0, C 1.0, R 3.0, H 85 (area 12 on page 39)
CRT 3.0, C 0.5, R 3.0, H 100 (area 14 on zoning map)
CRT 3.0, C 0.5, R 3.0, H 120 (area 15 on zoning map)

Sector Plan Recommendation: The Sector Plan recommends that this property (referred to as the “Super Block”), which is adjacent to a proposed Purple Line station and is currently the site of the Giant supermarket and Flower Theater, be the site of the greatest heights and densities. (Similar heights and densities recommended for area 9 will no longer be considered, since they were recommended for Long Term Development). The Plan recommends floor area ratios (FAR) of 3 and 2.5 and heights that range from 60 feet to 120 feet.

Testimony: The Council received testimony from two owners and numerous groups and individuals regarding this area. The Flower Avenue Shopping Center Limited Partnership supported the Sector Plan zoning recommendations. The Washington Real Estate Investment Trust (WRIT), owner of the portion of this area with the Giant supermarket and ancillary retail, asked for an increase in potential height from 120 feet to 150 feet and increase in FAR from 3.0 to 4.0. They noted that a significant portion of their property would be taken for the Purple Line and additional land would be used as a staging area during construction. The Council also received testimony from several individuals and civic groups concerned that 120 feet is too high for this location.

¹ CRT stands for Commercial/Residential Town, C for commercial, R for residential and H for height.

Committee Discussion: The Committee discussed this property, and the majority **tentatively** supported the Sector Plan total FARs and height recommendations for this site. During the Committee discussion, the Planning Board Chair indicated that a lower maximum height might be appropriate, and the Committee asked the Planning Department to revisit this issue and report back to the Committee on this issue. Councilmember Elrich recommends that the area designated for 120 feet be limited to 85 feet and that the area recommended for 100 feet and 85 feet be limited to 70 feet.

Regarding the FAR, the Committee supported the 3.0 FAR recommended in the Sector Plan and did not support the property owner request to increase the FAR to 4.0. The Committee unanimously concurred with the Staff recommendation to limit residential development to 0.25 less than the total FAR and to increase the commercial FAR from 0.5 to 1.0 to provide greater flexibility and encourage redevelopment.

The Committee asked for graphic illustrations that would help them visualize alternative heights for this property.

Attached on © 10 to 18 is a memorandum from Planning Department Staff with block diagrams of alternative options. The Planning Department chose not to comment on the height on Area 1 without the input of the Planning Board and other interested parties, because the recommendations in the Planning Board Draft were the result of “numerous work sessions with the Planning Board and community stakeholders and were carefully constructed in order to maximize potential development and also provide for much need public benefits and amenities.”

Only a small area was recommended to be 120 feet, and this area may now be the site of the civic green. Staff recommends retaining the heights recommended in the Planning Board Draft **to provide the maximum flexibility to encourage redevelopment**, but also suggests adding text indicating that the heights on zoning areas 11 and 12 (shown on the zoning map on © 18) should be considered and potentially limited further at the time of redevelopment, particularly if area 12 becomes the permanent site of the civic green.

Area 2

The Committee recommended that HOC coordinate with the adjacent Clifton Park Baptist Church to confirm if they want a change in zoning, and encouraged them to submit a request to the Committee in August. Since the last Committee meeting, the Council received a request from Pastor Lewis on behalf of the Clifton Park Baptist Church requesting a rezoning to CRT 2.5, C 0.25, R 2.5, H 70, consistent with the zoning on the property to the west (see area 2 on © 1). They are in preliminary discussions with the Housing Opportunities Commission (HOC) about options to provide affordable housing on the Church property.

Staff supports the request, but recommends the same transition zoning at the northern end of the property as the rest of area 2 (see zoning on © 2 for area at the northeast corner of University and Piney Branch Road).

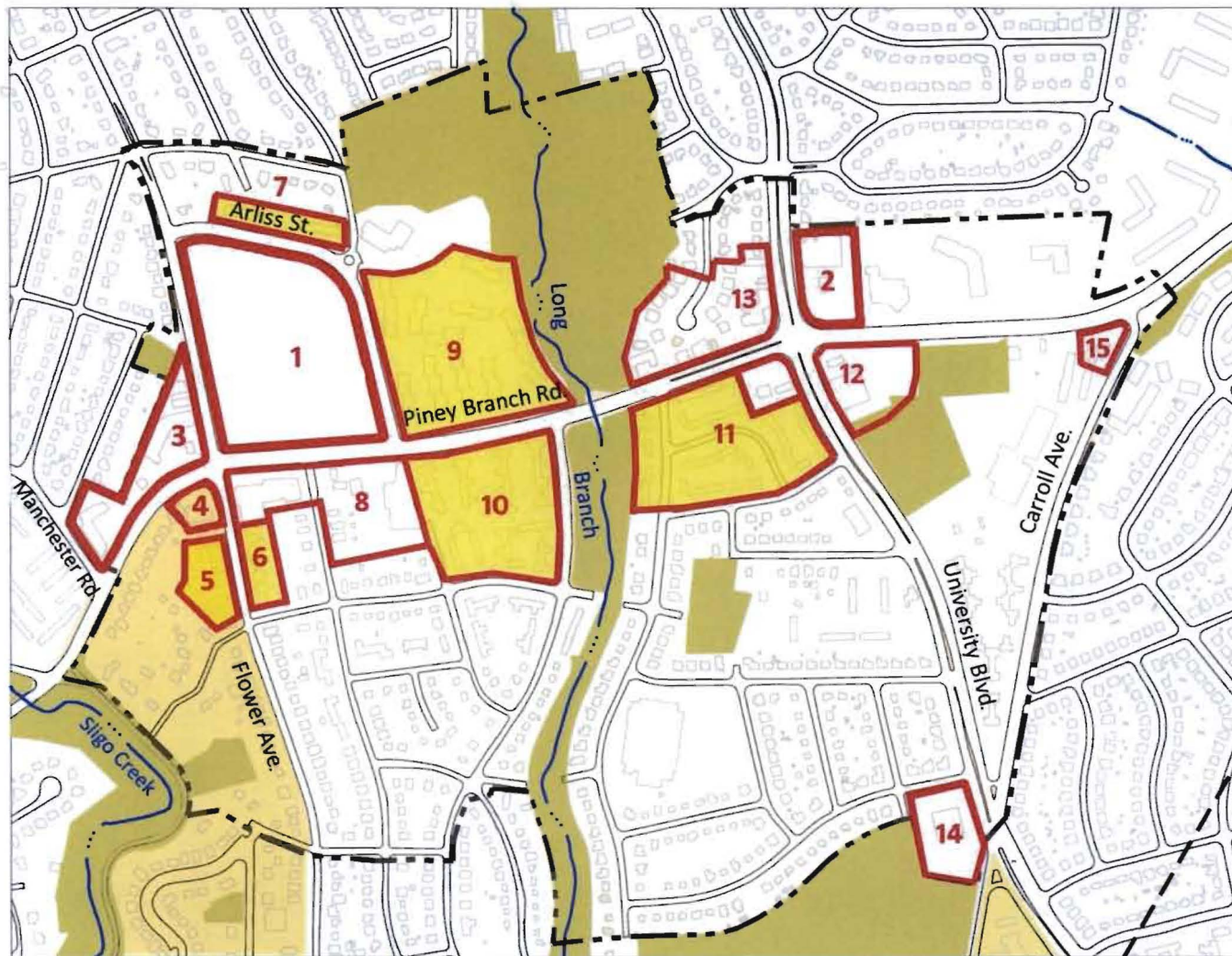
Police Substation

On pages 36 and 53, the Sector Plan recommends establishing a permanent police substation with the Long Branch Town Center, using the CRT Zone Optional Method Density Incentive. In FY13, the Council approved the Executive's recommendation to eliminate funding for the Piney Branch Satellite, which was in leased space on Piney Branch Road. The Executive had recommended elimination of this satellite facility in FY11 and FY12, as they were not budget priorities for the Police Department (however, Council had maintained funding). The Police Department said that the elimination of the Piney Branch Satellite Facility (and two other satellite facilities) would not have any impact on the complement of police staff serving the community.

The Committee asked the Executive to clarify whether he supports a police substation. Attached on © 21 is a memorandum from the County Executive indicating that he does not believe a police substation is needed at this time, but he will revisit this issue if a later decision is made to increase the level of development in the planning area.

Public Benefit Language

The Committee discussed adding specific recommendations for public benefits related to affordable housing and historic protection; therefore, Staff asked Planning Department staff to update the list and to review any inconsistencies in the Sector Plan. Attached on © 12 is an updated list of public amenities, which does not include the Committee recommended additions and therefore should be further amended.



- Long Branch Sector Plan
- County boundary
- City of Takoma Park
- Parks
- Redevelopment Area
- Proposed changes

Long Branch Sector Plan



Updated Errata Sheet – Long Branch Sector Plan – Planning Board Draft

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Description

This memo represents Staff's proposed changes to the Planning Board Draft. These changes are the result of errors/omissions recognized after the publication of the Draft. Staff asks that they be included and reviewed as a part of the submitted Planning Board Draft.

Summary

Page 27: Change to: "...when the full funding agreement for the Long Branch and Piney Branch Purple Line stations is in place."

Page 29, the Plan states that, "[w]hile the Flower Theater and Shopping Center meet the criteria of the Preservation Ordinance, the public interest in *increased density* of development outweighs preservation benefits." The sentence, as revised, should read, "[w]hile the Flower Theater and Shopping Center meet the criteria of the Preservation Ordinance, the public interest in ~~increased density of development~~ revitalization outweighs preservation benefits."

The Planning Board Draft also includes a couple of passing references to the "historic Flower Theater" (see Pages 13, 29). These statements are inaccurate, as the Flower Theater has not been designated as a historic resource. This language should be corrected throughout the Plan.

Page 39, Revise Map 13 – Proposed Zoning to reflect changes to site specific pages

Page 43, Recommendations Section, 3rd bullet: Change to "Provide a multi-modal (vehicular, bicycle, and pedestrian) bridge over the Long Branch Stream Valley that includes..."

Page 43, Recommendations Section, 5th bullet, 3rd sub-bullet: Change to "Flower Avenue (between Arliss Street and ~~Domer Avenue~~ Piney Branch Road)"

Page 43, Recommendations Section, 5th bullet, 4th sub-bullet: Remove "Arliss Street". This recommendation will be added to phase 2 (see page 61 below).

Page 45, Table 1, BL-38: Change Plan Limit to "~~Domer Ave~~ Piney Branch Rd to Arliss St"

Page 45, Table 1, PB-8: Change Plan Limit to "Wabash Ave to ~~Demer Ave~~ Piney Branch Rd"

Pg. 51 - Please delete reference to "MD 787" from the table, Flower Ave is no longer a State Highway.

Page 51, Table 2, 1st University Blvd segment: Remove "[6]" from "Number of Lanes" column

Page 51, Table 2, 3rd University Blvd segment: Change ROW footnotes from "4,5" to "3,5"

Page 51, Table 2, 3rd Piney Branch Rd segment: Add footnote #3 to the ROW column

Page 56, make the following changes

- Remove Header: Long Term Development Specific Sites
- Change existing height from Varied 16 to 45 feet to 16 to 60 feet
- Change Proposed Residential from 132 du to 293 du

Page 57 Make the following changes

- Change Proposed Residential from 38 du to 55 du
- Change Existing commercial from 26,469 to 7,257

Page 58, Table 3 – Total Interim Development

Land use	Existing	Holding Capacity	Proposed
Commercial	532, 815 csf	917,987 sf	574,648 <u>559,717</u> sf
Residential: Single Family	372 du	616 du	372 du
Residential: Multifamily	1,804 du	3,260 du	2,892 <u>3,782</u> du
- Naturally occurring affordable housing	882 du	n/a	938 du
- Subsidized housing (includes voucher, tax credit and rent restricted units)	567 du	n/a	837 <u>863</u> du (includes 297 MPDUs)
Institutional Use	19,217 sf	n/a	19,217 sf
Public Facilities	52,804 sf	n/a	Approx. 54,004 sf
Parkland	1,590,376 sf	n/a	1,655,376 sf

Pg. 57 - Please delete references to residential zones under "Existing", these addresses are commercially zoned at present.

Page 59, Change to: "This phase will commence when upon the full funding agreement of the Purple Line for the Long Branch and Piney Branch stations is in place."

Page 61, Mobility Recommendations: Add "Provide bike lanes on Arliss Street"

Page 62: 1st bullet: Change to "Modify the University Boulevard street cross section between Carroll Avenue and Piney Branch Road to accommodate the Purple Line (within a dedicated median lane), bike lanes, ~~cycle tracks, and~~ a shared-use path (interim) and cycle tracks (ultimate)."

Page 62, 4th bullet: For consistency with the roadway table on page 51 and the sections on page 63 and 64, change to "Provide for an Arliss Street right-of-way, between Piney Branch Road and Garland Avenue that is at least 127 feet wide and between Garland Avenue and Flower Avenue, that is at least ~~100-110~~ feet to accommodate the Purple Line in a dedicated lane."

Page 72, University Blvd from Gilbert St to Seek Ln, Plan Recommendations, Lanes: Change to "~~Five-Four~~ travel lanes (~~three-two~~ northbound and two southbound)" to reflect current Purple Line planning.

Page 73, University Blvd from Seek Ln to Bayfield St, Plan Recommendations, Lanes: Change to "four travel lanes" to reflect current Purple Line planning.

Page 74, University Blvd from Bayfield St to Carroll Ave, Plan Recommendations, Lanes: Change to "four travel lanes" to reflect current Purple Line planning.

Page 82, Change Existing Residential from 53 du to 15 du

Page 83, Remove CRT 2.5, C0.25, R2.25, H 60 from Existing Zoning

Page 84

- Revise the following Land Use and Zoning recommendation: Provide for structured and shared parking that will serve the Long Branch Town Center area
- Change Proposed Residential from 739 du to 972 du

Page 85

Land use	Existing	Holding Capacity	Proposed	
			Interim	Long Term
Commercial	532, 815 csf	917,987 sf	574,648 559,717 sf	707,760 sf
Residential: Single Family	372 du	616 du	372 du	357* du
Residential: Multifamily	1,804 du	3,260 du	2,892 3,782 du	6,665-6610 du
- Naturally occurring affordable housing	882 du	n/a	938 du	n/a
- Subsidized housing (includes voucher, tax credit and rent restricted units)	567 du	n/a	837-863 du (includes 270 MPDUs)	1624-1416 du (includes 787 849 MPDUs)
Institutional Use	19,217 sf	n/a	19,217 sf	19,217 sf
Public Facilities	52,804 sf	n/a	Approx. 54,004 sf	Approx. 54,004 sf

Parkland	1,590,376 sf	n/a	1,655,376 sf	Approx. 1,720,364 sf (includes approx. 65,000 sf of new parkland)
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*Notes redevelopment of Arliss Street Town Homes (Site #7)

Page 90 – ~~Carroll Avenue and Piney Branch Road includes 8875 Piney Branch Road~~ Fortson Road/University Boulevard includes 831 University Boulevard and 815 Fortson Street

Size 97,110	Existing	Proposed
Land Use	Commercial Use <u>and Vacant</u>	Mixed use
Zoning	C-O (Commercial, office building) <u>R-60 (Residential, one-family)</u>	CRT 1.5, C.25, R1.5, H 60 815 Forston Street – CRT 1.5, C.25, R1.5, H 60 831 University Boulevard – CRT 1.5 C.25, R 1.5, H 60
Building Height	36 to 42 feet	Maximum 60 feet
Residential	<u>n/a</u>	114 du
Commercial	31,072	32,000

~~Community – provide for well design streetscapes along Piney Branch Road and Carroll Avenue~~

Page 91 – ~~Fortson Road/University Boulevard includes 831 University Boulevard and 815 Fortson Street~~
Carroll Avenue and Piney Branch Road includes 8875 Piney Branch Road

Size 20,320	Existing	Proposed
Land Use	Commercial Use <u>and vacant</u>	Mixed use
Zoning	C-1 (Convenience Commercial) R-60 (Residential, one-family)	CRT 1.5, C.25, R1.5, H 60

Building Height	Varies 16 to 42 feet	Maximum 60 feet
Residential	n/a	23 du
Commercial	1,380 sf	7,500 sf

Sustainability – provide a vegetated buffer between proposed mixed-use development and ~~the Long Branch Stream Valley Park~~ existing residential development

Proposed Changes to Capital Improvement Program – Table 5

Project Name	Category	Lead Agency	Coordinating Agency/Group	Cost Estimate
Piney Branch Road/University Boulevard Reconstruction	Mobility	MTA and SHA	M-NCPPC	TBD
Purple Line/Station Construction	Mobility	MTA	Montgomery County , SHA and M-NCPPC	TBD
Sidewalk Improvement	Mobility	Montgomery County	M-NCPPC, City of Takoma Park and Private	TBD
Intersection Improvements (Piney Branch Road – Arliss and University Boulevard)	Mobility	MTA, Montgomery County and SHA	M-NCPPC and MTA	TBD
Glenville Road Extension (design and construction)	Mobility	MTA and Montgomery County	M-NCPPC, Montgomery County DOT,	TBD
Glenview Road Extension	Mobility	Montgomery County	M-NCPPC, DOT and Private	TBD
Long Branch Local Park (acquisition of land)	Mobility	M-NCPPC Montgomery Parks	Private M-NCPPC <u>Montgomery Parks</u>	TBD
•Design and Construction of new park driveway off Glenview Road Extension	Mobility	MTA and M-NCPPC Montgomery Parks	M-NCPPC Montgomery Parks	TBD
<u>Gilbert Street Extension through New Hampshire Estates Neighborhood Park)</u>	Mobility	Montgomery County	M-NCPPC and MTA and Private	TBD
<u>Domer Avenue Extension and Bridge reconstruction (over Long Branch Stream Valley Park)</u>	Mobility	Montgomery County	M-NCPPC and Private	TBD
Bridge Reconstruction (Long Branch and Clayborn Avenue)	Mobility	Montgomery County	M-NCPPC	TBD
Police Substation	Community	Montgomery County		TBD

Commercial Façade Improvement Program (funding and technical assistance)	Community	Montgomery County		TBD
Way- finding Signage	Community	Montgomery County	MTA, M-NCPPC, Montgomery Parks	TBD
<u>Flower Avenue Urban Park expansion</u>	<u>Sustainability</u>	<u>Private</u>	<u>M-NCPPC, Montgomery Parks and Montgomery County DOT</u>	<u>TBD</u>
<u>Relocation of Recreation Center and Pool</u>	<u>Sustainability</u>	<u>Montgomery County</u>	<u>M-NCPPC Montgomery Parks and Montgomery County</u>	<u>TBD</u>
<u>Reconstruction of Long Branch Local Park following relocation of recreation center and pool</u>	<u>Sustainability</u>	<u>M-NCPPC, Montgomery Parks</u>	<u>M-NCPPC, Montgomery Parks</u>	<u>TBD</u>
<u>Long Branch Local Park – Heart Smart Trail</u>	<u>Sustainability</u>	<u>M-NCPPC, Montgomery Parks</u>	<u>M-NCPPC, Montgomery Parks</u>	<u>TBD</u>
<u>Seek Lane Neighborhood Park Expansion</u>	<u>Sustainability</u>	<u>M-NCPPC, Montgomery Parks</u>	<u>M-NCPPC, Montgomery Parks</u>	<u>TBD</u>
New Hampshire Estates Park	Sustainability		M-NCPPC Montgomery Parks	TBD
• Concept Planning and Public Outreach		M-NCPPC Montgomery Parks	M-NCPPC Montgomery Parks and Montgomery County Public Schools	TBD
• Facility Plan		MTA	M-NCPPC Montgomery Parks	TBD
• Detailed Design		MTA	M-NCPPC Montgomery Parks	TBD
• Construction		Montgomery County and SHA	M-NCPPC Montgomery Parks	TBD
Central Civic Green (Planning and Design)	Sustainability	Private	M-NCPPC Montgomery Parks and Private	TBD
Long Branch Trail Extension (Planning, Design and Construction)	Sustainability	M-NCPPC Montgomery Parks	M-NCPPC Montgomery Parks	TBD

Long Branch Trail Extension (at – grade crossing – Barron Street)	Sustainability and Mobility	MTA	M-NCPPC Montgomery Parks, <u>Montgomery County</u> <u>DOT</u>	TBD
Public Art	Community	MTA and Private	Montgomery County, <u>M-NCPPC</u> <u>Montgomery Parks</u>	TBD
Public Parking (structured parking at Long Branch Town Center)	Community	Montgomery County and Private		TBD



Long Branch Sector Plan, September 16, 2013 – PHED Session



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Description

PHED Session No. 3: Long Branch Sector Plan

Changes, revisions and updates as requested by PHED Committee

Summary

At the July 29th PHED session, Staff was asked to provide the following additional information:

- Sketch-Up renderings of Zoning/Density Recommendations
- Revised zoning map
- Revise public amenities list

Staff was also asked to determine the appropriateness of the maximum height recommendation for the Superblock and to also clarify and provide additional language for the Montgomery County Parks Department's Civic Green recommendation.

Discussion

Issue 1: Zoning/Density Recommendations

The PHED committee expressed concern over the density recommendations proposed in the Planning Board draft and requested that Staff provide visual aids so that the appropriateness of the recommendations could be determined.

Staff response:

Staff has attached the following renderings:

- Public Hearing Draft (Staff Draft)
- Planning Board Draft
- PHED revisions as proposed

Staff also prepared an updated zoning map that incorporates the changes requested by the PHED Committee.

Additionally, Staff was asked to determine the appropriateness of the maximum height recommendations on the Superblock given the revisions proposed by the PHED. The recommendations in the Planning Board Draft were the product of numerous work sessions with the Planning Board and community stakeholders and were carefully constructed in order to maximize potential development and also provide for much needed public benefits and amenities.

As such, Staff is reluctant to make new recommendations without the input of the Planning Board and other interested parties.

Issue 2: Civic Green

At the request of the PHED, Staff presented an alternative location for the proposed Civic Green. The new location is the parcel located at 8550 Piney Branch Road. This parcel will be a "take" by MTA as a part of the Purple Line construction and as a result will become publicly owned land. The PHED agreed with Staff' recommendation but requested that Staff provide additional language that discussed the goal of the proposed public space along with the potential for relocation if more suitable land became available.

Staff response:

Comments from the Montgomery County Department of Parks will be forthcoming.

Issue 3: Public Amenities

Due to Plan revisions and changes proposed by the PHED, there were several inconsistencies within the Plan's public amenities list. Staff was asked to update the list so that it reflected the current Plan and any revisions proposed by the PHED committee. These changes are reflected in italics.

Staff Response:

Public Benefits and Amenities (Page 95)

For Long Branch, these categories and public benefits are important to successful revitalization:

- Connectivity between Uses, Activities and Mobility Options
- Diversity of Uses and Activities
- Quality of Building and Site Design

Additional categories that support Plan recommendations include:

- *Major Public Facilities*
- *Protection and Enhancement of the Natural Environment*

Attachments

- Sketch-Up density renderings
- Revised zoning map

LONG BRANCH - EXISTING CONDITIONS



LONG BRANCH - PUBLIC HEARING DRAFT



LONG BRANCH - REVISIONS TO SECTOR PLAN PER PHED COMMITTEE

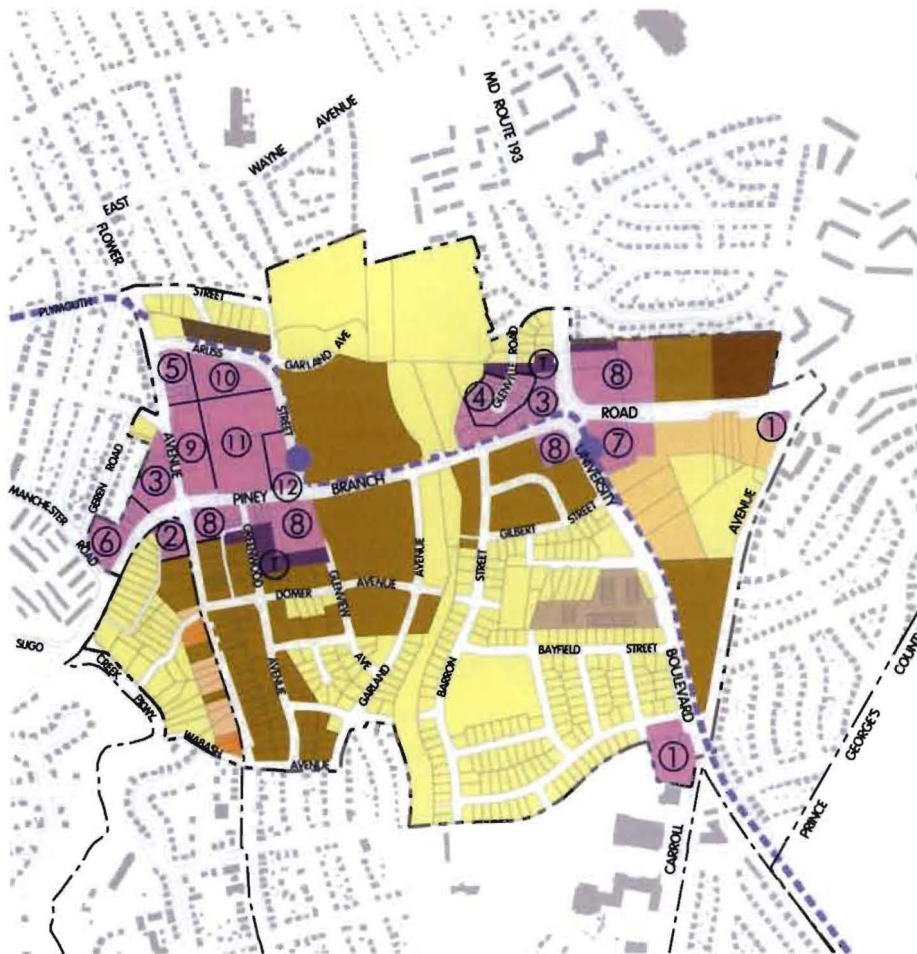


LONG BRANCH - PLANNING BOARD DRAFT



LONG BRANCH - REVISIONS TO SECTOR PLAN PER PHED - with Green Space





- Long Branch Sector Plan
- City of Takama Park
- Purple Line (Planned)
- Purple Line Stations
- RT-8 Residential Townhouse
- RT-12.5 Residential Townhouse
- R-H Multiple-Family High Rise Planned Residential
- R-10 Multiple-Family High Density Residential
- R-20 Multiple-Family Medium Density Residential
- R-30 Multiple-Family Low Density Residential
- R-40 One-Family Semi-Detached and Two-Family Detached, Residential
- R-60 Residential One-Family
- 1 CRT 1.5, C-0.25, R-1.5, H-50
- 2 CRT 1.5, C-0.5, R-1.5, H-60
- 3 CRT 1.5, C-0.5, R-1.5, H-60
- 4 CRT 2.5, C-0.5, R-2.5, H-60
- 5 CRT 2.5, C-0.25, R-2.5, H-60
- 6 CRT 2.5, C-1.0, R-2.5, H-60
- 7 CRT 2.5, C-0.25, R-2.5, H-70
- 8 CRT 2.5, C-0.5, R-2.5, H-85
- 9 CRT 2.5, C-0.5, R-2.5, H-85
- 10 CRT 3.0, C-1.0, R-3.0, H-85
- 11 CRT 3.0, C-1.0, R-3.0, H-75
- 12 CRT 3.0, C-1.0, R-3.0, H-100
- 13 CRT 3.0, C-1.0, R-3.0, H-120





Memorandum

Date: September, 12, 2013

To: Marlene Michaelson, Montgomery County Council Staff

From: Brooke Farquhar, Park Planning and Stewardship Division

RE: Department of Parks Language for Long Branch Sector Plan:

Plan Scenarios for the Civic Green

The Plan recommends the current, approximately 0.4 acre, Chevron service station site at the corner of Flower Avenue and Piney Branch Road, as a temporary location for the Civic Green Urban Park. MTA would acquire the temporary location in conjunction with the development of the Purple Line. When the site has been cleared and remediated, ownership would transfer to M-NCPPC Department of Parks. The Parks Department would develop an interim park with waiting areas for transit users and space for community gatherings. Included would be elements such as shaded seating and lawn areas. The preferred permanent location for the Civic Green is within a central area on Site 1. This preferred, permanent location could be realized through a land swap with WRIT, or another future owner, if and when that site redevelops.

Two possible scenarios are anticipated to achieve a permanent location for the Civic Green Urban Park, depending on whether or not the WRIT property redevelops:

1) Scenario #1 (preferred): Permanent location central to Site 1.

Under this scenario, the WRIT site is redeveloped and through a land swap, the temporary park site is traded for a permanent and more central location on Site 1. In exchange for the temporary park site, the Plan recommends that the owners of the current WRIT property dedicate a minimum ½ acre to accommodate a permanent park site. It should be centrally located, adjacent to the Purple Line station, and with frontage on both Arliss Street and the proposed east-west private street through Site 1. As part of the public use space requirements, the property owner would be required to provide funding to design and construct the new park.

2) Scenario #2: Permanent location at corner of Arliss Street and Piney Branch Road.

Under this scenario, the 1.5 acre Best Way site redevelops before the WRIT property redevelops. The temporary park site would expand by at least 0.15 acres onto that site, based on the 10% public use space requirement for the Best Way property. Redevelopment of this property also would also trigger contributions to the design and construction of the future permanent park.

Background/Rationale

The PHED Committee requested additional information for its September 16th worksession on the central Civic Green Urban Park. Council staff further asked that the goals for this park be explained in more concrete and

specific terms. In addition, they asked for explanation on how the park could realistically be achieved as part of redevelopment scenarios - including potential land swaps with developers.

The Plan recommends a new 0.5 acre park near the areas of highest density and the Arliss Street Purple Line station. The language is intentionally vague to allow multiple scenarios to be explored during the development review process. The recommendations for the central Civic Green Urban Park on Site 1 are integral to the long term success of the Planning Area. Currently, Long Branch lacks a gathering spot; therefore, residents and workers currently use sidewalks and parking lots for meeting friends and neighbors, events and community activities. Additionally, community festivals tend to take place at the Long Branch Pool and Recreation Center or the Giant Food parking lots. Long Branch deserves a central civic park that is closer to the current and future hub of commercial activity, as well as near the Arliss Street Purple Line station.

The latest thinking locates the central Civic Green Urban Park on property at the northwest corner of Arliss Street and Piney Branch Road, currently occupied by a Chevron Service Station. This property is proposed for purchase by the Maryland Transit Administration (MTA) for the Purple Line project. MTA intends to demolish the current building, remove the underground storage tanks and remediate the site. The property could then be transferred to M-NCPPC Montgomery Parks to redevelop the site as a central Civic Green Urban Park.

The primary goal for this new park is to provide a central gathering space for community events, festivals, a farmers market, and other uses both formal and informal. It would function as the focal point for residents: a place to eat lunch, meet and talk with a friend, listen to a concert, celebrate family milestones or enjoy a quiet place to read a book or a newspaper. It also could provide a place for Purple Line patrons to wait for the next train under the shade of a tree.

The Chevron property is approximately 0.4 acres, which is less than the recommended 0.5 acre minimum net size for a future park. Until redevelopment occurs, M-NCPPC Montgomery Parks proposes an interim park similar to the very popular temporary "park" in downtown Silver Spring several years ago, at the southeast corner of Ellsworth and Fenton Streets. The permanent park would be provided when adjacent properties redevelop.

The Park Classification System Description for a Civic Green is as follows:

Civic greens are formally planned, flexible, programmable open spaces that serve as places for informal gathering, quiet contemplation, or large special event gatherings. Depending on size, they may support activities including open air markets, concerts, festivals, and special events but are not often used for programmed recreational purposes. A central lawn is often the main focus with adjacent spaces providing complementary uses. May include gardens, water features and shade structures. Civic greens should be 1/2 acre minimum.

Cc: Mary Bradford, Director of Parks
Mike Riley, Deputy Director of Parks for Administration
John Hensch, Chief, Park Planning and Stewardship
Bill Tyler, Chief, Southern Parks
Antonio DeVaul, Chief, Park Police
Melissa Williams, Planning Department



OFFICE OF THE COUNTY EXECUTIVE
ROCKVILLE, MARYLAND 20850

Isiah Leggett
County Executive

MEMORANDUM

September 12, 2013

To: Nancy Floreen, PHED Chair
From: Isiah Leggett, County Executive
Subject: Long Branch Police Substation

I am writing to share with you my position on the recommendation for a permanent police substation within the Long Branch Town Center, as requested by the PHED Committee during a worksession on July 29.

As submitted by the Planning Board, the Long Branch Sector Plan was to include two Sectional Map Amendments; the first focusing largely on commercial properties and the second focusing on redevelopment of existing residential apartments. As such, the area would experience a substantial population increase.

The Planning Board Draft recommended establishing a permanent police substation as noted on pages 36 and 53 of the Planning Board's draft. The initial Fiscal Impact Statement noted the need for 14 new Police Officers and 2 Corporals. The cost estimate for the new police station was about \$3.3 million in the first year and about \$2.5 million in ongoing costs. However, since the PHED Committee agreed to defer zoning recommendations for many of the multifamily residential properties, scope of the Plan has decreased as well as the projected population increase.

Accordingly, a police substation is not being recommended for the Long Branch Town Center at this time. If, in the future, there is a decision to increase the scope of development in this area, the need for a substation may need to be reevaluated at that time.

If you have any questions, please contact Greg Ossont, Deputy Director, Dept. of General Services at 240-777-6192 or greg.ossont@montgomerycountymd.gov

cc: Nancy Navarro, Council President